

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant Ruder Finn & Rotman, Inc. 110 E. 59th St. New York, N.Y. 10022		2. Registration No. 1481
3. Name of foreign principal Mankind 2000	4. Principal address of foreign principal Mankind 2000 Multimedia Publications Ltd. Central House/1 Ballards Lane London N3 1UZ, England	
5. Indicate whether your foreign principal is one of the following type:		

☐ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☒ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

N/A

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

N/A

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Book Publishing

4-1982

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒


Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

N/A

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Corporation (see item #4)

Date of Exhibit A 10/6/82	Name and Title Jill Totenberg Senior Vice President	Signature 
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

OCT 18 10 00 AM '82
IN
REGISTRATION UNIT

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder Finn & Rotman, Inc.	Mankind 2000

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

See attached correspondence.

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

General publicity on behalf of Mankind 2000 to promote seminar held in Israel from 3/29 - 4/5/82.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

N/A

Date of Exhibit B	Name and Title	Signature
10/6/82	Jill Totenberg Senior Vice President	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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ATTN: JILL TOTENBERG

THANK YOU FOR YOUR TELEX OF 1ST MARCH. I HEREWITH CONFIRM
MULTIMEDIA'S AGREEMENT TO THE DETAILS OUTLINED IN YOUR TELEX.
I AM DATA POSTING TODAY TO OUR OFFICE IN NEW YORK AN ENVELOPE
WITH MATERIAL FOR HANKIND 2000 WHICH THEY WILL PASS TO YOU
IMMEDIATELY ON RECEIPT.

REGARDS, ARNON ORBACH.

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RUDER & FINN
TO: MR. ARNON ORBACH

DEAR ARNON:

AS PROMISED, HERE'S THE TELEX TO CONFIRM YOUR CONVERSATION WITH HARRIET IN WHICH THE FINANCIAL AGREEMENT FOR OUR WORKING WITH YOU ON BEHALF OF THE "MANKIND 2000" EVENT WERE FINALIZED. SPECIFICALLY, WE AGREED TO A DLRS.9,000 BUDGET TO COVER MANAGEMENT TIME AND EXPENSES FOR THE NEXT SIX WEEKS. THESE EXPENSES WILL INCLUDE TELEPHONE, TELEX, MESSENGER, EDITORIAL MEETINGS, MAILINGS, TAXIS, ETC.

WE LOOK FORWARD TO RECEIVING BASIC INFORMATION ON THE CONFERENCE FROM YOU IMMEDIATELY AS WELL AS COPIES OF PRINTED MATERIALS AS SOON AS THEY ARE READY. HERE IS OUR ADDRESS, MY PHONE NUMBER, AND OUR TELEX NUMBER.

RUDER FINN AND ROTMAN, INC.
110 EAST 59TH STREET
NEW YORK, N.Y. 10022
TEL: 212-593-6321
TELEX: 236132

AGAIN, I DO LOOK FORWARD TO WORKING WITH YOU ON THIS PROJECT.

IT'S EXCITING AND AN EXTREMELY WORTHWHILE VENTURE.

BEST REGARDS.
JILL TOTENBERG

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RUDER & FINN

TO: MR. ARNON ORBACH
MANKIND 2000
INTERNATIONAL BOOK MARKETING LIMITED
LONDON, ENGLAND

DEAR ARNON:

IT WAS GOOD TALKING WITH YOU TODAY ABOUT "MANKIND 2,000." THE PROJECT IS EXTREMELY EXCITING, IS THE KIND OF EFFORT THE FIRM IS PARTICULARLY COMMITTED TO, AND IS ONE IN WHICH I AM PERSONALLY INTERESTED.

FOLLOWING OUR CONVERSATION, I SPOKE WITH HARRIET AND DAVID FINN AS WELL AS A FEW SELECT FRIENDS IN THE MEDIA ABOUT WHAT WE BELIEVE MAKES SENSE TO GENERATE THE MAXIMUM MEDIA EXPOSURE YOU DESIRE FOR "MANKIND 2, 000" HERE AND ABROAD. FOR CLARITY, WE BELIEVE IT BEST TO EXPLAIN WHAT WE PLAN TO DO IN CHRONOLOGICAL ORDER. THE FOLLOWING OUTLINES OUR PRE-CONFERENCE, CONFERENCE AND POST-CONFERENCE ACTIVITIES. CLEARLY, THE LEVEL OF INVOLVEMENT OF THE PR STAFF AT HAIFA UNIVERSITY WILL INFLUENCE GREATLY THE AMOUNT OF WORK NEEDED BY US. THE MORE THEY CAN HANDLE, THE LESS WE WILL NEED TO DO.

CLEARLY, THE LION'S SHARE OF THE WORK WILL BE IN THE NEXT FEW WEEKS. A MAJOR EFFORT WILL BE MADE DURING THIS TIME PERIOD TO DO THE INTELLIGENCE GATHERING NEEDED TO MAKE THE PROJECT A SUCCESS. IT WILL ALSO SERVE TO "PRIME" THE AMERICAN MARKET FOR MAJOR COVERAGE DURING AND FOLLOWING THE EVENT.

FOLLOWING ARE OUR RECOMMENDATIONS:

1. PRE-CONFERENCE ACTIVITIES (MARCH)

WE WILL WANT TO GENERATE AS MUCH INTEREST ON BEHALF OF THE PART OF THE MEDIA IN ADVANCE OF THE SEMINAR TO HELP INSURE MAXIMUM COVERAGE AT THE TIME OF AND FOLLOWING THE EVENT. OUR EFFORTS WILL FOCUS ON THE FOLLOWING AREAS:

- AD*
- * DEVELOPMENT OF INTEREST BY A TELEVISION NETWORK IN UTILIZING ALL OR PART OF THE SEMINAR ON AIR. PBS WOULD BE A GOOD STARTING PLACE. YOU ALREADY HAVE A RELATIONSHIP HERE. (ELIE WIESEL DOES NOT KNOW THE CONTACT THIS PERSON NEEDS TO BE IDENTIFIED)
 - * PBS OPENS THE DOOR TO POSSIBLE COVERAGE BY NATIONAL PUBLIC RADIO NETWORK AS WELL. SHOULD PBS PROVE NOT TO BE VIABLE, OTHER TV NETWORKS, INCLUDING CABLE TV NETWORKS, WILL BE CONTACTED. NATIONAL PUBLIC RADIO AND OTHER RADIO NETWORKS WOULD STILL BE VIABLE.
 - * THE MAJOR FAST-BREAKING PRINT MEDIA--THE WIRE SERVICES, NEWSPAPERS (E.G. NEW YORK TIMES, WASHINGTON POST, LOS ANGELES TIMES, WALL STREET JOURNAL, ETC.) TO ALERT AND INTEREST THEM IN COVERING ALL OR PART OF THE SEMINAR WOULD BE UNDERTAKEN. WE HAVE ALREADY SPOKEN WITH EDITORS AT THE ASSOCIATED PRESS AND UNITED PRESS INTERNATIONAL ABOUT THE BEST WAY TO INSURE COVERAGE (RECOMMENDATIONS ARE INCLUDED IN THE NEXT SECTION.) SEMINAR PARTICIPANTS FROM MAJOR NEWS ORGANIZATIONS ALONG WITH KEY EDITORS FROM OTHER SIGNIFICANT PUBLICATIONS WHICH WILL NOT BE REPRESENTED AT THE CONFERENCE WILL BE CONTACTED AS WELL. WITH EACH PUBLICATION, THE MOST EFFECTIVE WAY OF GENERATING COVERAGE WILL BE SOUGHT.
 - * PRESTIGE, LONG LEAD TIME MEDIA (E.G. HARPER'S, ATLANTIC, COMMENTARY, THE NEW YORK TIMES MAGAZINE) WILL BE CONTACTED IN AN EFFORT TO INTEREST ONE OR MORE IN DEVOTING A MAJOR FEATURE OR SPECIAL ISSUE TO THE CONFERENCE.
 - * THE SPECIALIZED CONSUMER AND TRADE PUBLICATIONS--BE THEY WOMEN'S MAGAZINES LIKE LADIES HOME JOURNAL, MCCALL'S (FOR BETDY FRIEDAN'S PRESENTATION), OR MEDICAL MEDIA SUCH AS MEDICAL WORLD NEWS, PREVENTION, THE FAMILY PHYSICIAN, ETC. (FOR DR. BARNARD'S PRESENTATION--WILL BE IDENTIFIED AS TARGET MEDIA TO RECEIVE MATERIALS FOLLOWING THE CONFERENCE. SELECT HIGH PRESTIGE OR LARGE CIRCULATION MAGAZINES WILL BE CONTACTED IN ADVANCE IN AN EFFORT TO INTEREST THEM IN DEVELOPING A FEATURE ON ONE SPEAKER'S PRESENTATION OR ON A DAY'S EVENT.
 - * THE PRESS RELEASE DEVELOPED BY HAIFA UNIVERSITY ANNOUNCING THE CONFERENCE WILL BE TAILORED TO THE AMERICAN MARKET AND DISTRIBUTED TO THE MEDIA HERE. THIS WILL HELP SENSITIZE THEM TO THE UPCOMING EVENT.
 - * WE WILL WORK HAND-IN-HAND WITH HAIFA UNIVERSITY TO PROVIDE THEM WITH THE MOST SUCCINCT AND UP-DO-DATE INFORMATION TO ENABLE THEM TO PLAN MOST EFFECTIVELY TO GENERATE COVERAGE BY THE AMERICAN MEDIA.

11. THE CONFERENCE

DURING THE CONFERENCE WE WILL BE ON HAND TO:

- * HELP INSURE THE MEDIA WHICH HAS ALREADY EXPRESSED AN INTEREST IN THE CONFERENCE RECEIVES THE INFORMATION NEEDED TO DEVELOP COVERAGE.

FOR EXAMPLE, THE UNITED PRESS INTERNATIONAL EDITOR WE SPOKE WITH EXPLAINED THAT IT IS UNLIKELY A REPORTER WILL BE ABLE TO ATTEND ALL SEVEN DAYS OF THE SEMINAR. SELECT, IMPORTANT MEETINGS SHOULD BE IDENTIFIED SO THE LOCAL UPI PERSON CAN ATTEND ON OR MORE EVENTS. IN ADDITION, INTERVIEWS SHOULD BE ARRANGED IN TEL AVIV OR JERUSALEM WITH KEY SPEAKERS IN THE EVENT A POLITICAL OR MILITARY CRISIS MAKES IT IMPOSSIBLE FOR THE REPORTER TO ATTEND THE HAIFA EVENT.

THE ASSOCIATED PRESS EDITOR SUGGESTED TELEXING DAILY PRESS RELEASES TO THE TEL AVIV BUREAU. IN ADDITION, INTERVIEWS WITH KEY SPEAKERS SHOULD BE ARRANGED IN TEL AVIV.

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- * CREATE A "MANKIND 2000" NEWS BUREAU WHICH WILL PROVIDE AN ONGOING STREAM OF PRESS MATERIALS TO A RUDER FINN AND ROTMAN CONTERPART IN THE U.S. AND WHO WILL, IN TURN, DISTRIBUDE THESE MATERIALS TO KEY SELECT MEDIA. THIS MEDIA WILL INCLUDE THE FAST BREAKING PRINT AND BRRADCAST PRESS AS WELL AS THOSE EDITORS WE CONTACTED IN ADVANCE WHO INDICATED AN INTEREST IN RECEIVING MATERIALS ON THE CONFERENCE.
 - * GAIN A BETDER UNDERSTANDING OF CONFERENCE ACTIVITIES TO BE BETTER ABLE TO CONTINUE THE MEDIA EFFORT UPON RETURN TO THE UNITED STATES.

111. POST-CONFERENCE ACTIVITIES

UPON RETURN FROM THE CONFERENCE, OUR FOLLOW-UP ACTIVITIES WILL FOCUS ON:

- * PROVIDING ADDITIONAL MATERIALS TO EDITORS WHO EXPRESSED INTEREST IN RECEIVING THEM PRIOR TO THE CONFERENCE
- * CLOSING THE CIRCUIT WITH THOSE EDITORS WHO EXPRESSED INTEREST IN INTERVIEWING CONFERENCE PARTICIPANTS UPON THEIR REDURN.
- * SEEKING NEW OPPORTUNITIES FOR MEDIA COVERAGE BASED ON THE INFORMATION GLEANED AT THE CONFERENCE.

IN TERMS OF BUDGET, WE SEE THIS AS A SIX-WEEK EFFORT BEGINNINFG IMMEDIATELY AND GOING THROUGH MID-APRIL . . . INASMUCH AS AN RF&R STAFF PER WILL NEED TO BE ON HAND THE ENTIRE WEEK OF THE CONFERENCE, AND THAT THIS WILL BE A MAJOR UNDERTAKING DURING THIS ENTIRE PERIOD, WE EXPECT OUR MANAGEMENT TIME FIGURES WILL RUN BETWEEN DLRS. 10,000-15,000. WE FRANKLY DO NOT EXPECT TO COME IN AT THE LOWER FIGURE. HOWEVER, SHOULD OUR HOURS REFLECT A SMALLER EXPENDITURE OF TIME THAN WAS ORIGINALLY PROJECTED, WE WILL, OF COURSE BILL YOU ACCORDINGLY.

THE OUT-OF-POCKET COSTS WILL BE CLEARED BY YOU IN ADVANCE. AT THIS POINT IN TIME, THEY ARE A BIT DIFFICULT TO ESTIMATE AS WE DO NOT HAVE A CLEAR HANDLE ON HOW MUCH TRANSATLANDIC TELEPHONING AND TELEXING WILL BE NEEDED AS WELL AS MAILING COSTS FOR DISTRIBUTION OF MATERIALS.

(MAILINGS SHOULD BE MADE OF EACH DAY'S PRESS MATERIALS TO THE APPROPRIATE EDITORS COVERING THE TOPICS DISCUSSED. FOR EXAMPLE, MATERIALS ON THE DAY WHICH COVERS MEDICINE SHOULD BE SENT TO THE NATIONAL ASSOCIATION OF SCIENCE WRITERS--A LIST OF 500 PEOPLE). THERE WILL ALSO BE A NEED TO BUDGET FOR TRAVEL, EDITORIAL MEETINGS, AND SUCH HOUSEKEEPING COSTS AS MESSENGERS, XEROX, TAXIS, ETS. IN TOTAL, WE ESTIMATE THESE OUT-OF-POCKET COSTS MAY GO AS HIGH AS DLRS. 10,000.

AS YOU KNOW, HARRIET NOW HEADS OUR NEWLY FORMED INTERNATIONAL NETWORK CALLED, RUDER AND FINN INTERNATIONAL PARTNERS, LTD. WE'VE OFFICES IN PORTUGAL, HOLLAND, BELGIUM, SCANDINAVIA, SWITZERLAND, JAPAN, WEST GERMANY, ITALY, SPAIN, FRANCE THE UK AND CANADA. WHAT IS BEING UNDERTAKEN IN THE U.S. CAN BE DONE IN EACH OF THESE COUNTRIES AS WELL. WE SUGGEST YOU SERIOUSLY CONSIDER THE POSSIBILITY OF WORKING WITH THE PARTNERS WHO ARE IN SPEAKER PARTICIPANT COUNTRIES. IN EACH COUNTRY, THE RFIP WILL DO THE NEEDED INTELLIGENCE GATHERING, DISTRIBUTION OF MATERIALS AND ARRANGING FOR COVERAGE AS IS DONE IN THE U.S. THE U.S. PARTNER AT THE CONFERENCE WILL FUNNEL INFORMATION TO THESE PARTNERS AS WELL AS TO THE U.S. THE COSTS FOR THEIR INVOLVEMENT WOULD BE UP TO DLRS.5,000 DEPENDING UPON THE LEVEL OF ACTIVITY.

I CANNOT FULLY EXPRESS TO YOU HOW EXCITING WE ARE ABOUT THE PROSPECT OF WORKING ON THIS PROJECT. IT REALLY IS WONDERFUL TO HAVE THE OPPORTUNITY TO REPRESENT SUCH A WORTHWHILE VENTURE AND THAT IS WHY I WILL PERSONALLY BE HANDLING THIS PROJECT.

I'M ALREADY CONTACTING THE MEDIA AND LOOK FORWARD TO HEARING FROM YOU ON MONDAY TO LET US KNOW WE'RE OFFICIALLY IN BUSINESS.

THANK YOU AGAIN FOR THE OPPORTUNITY.

BEST REGARDS,

JILL TOTENBERG
SENIOR VICE PRESIDENT
212-593-6321

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